

December 2010

"To be an American is a complex fate."—Henry James

Vol. XIX, No. 11

Signals in the Static: Steven Spielberg will direct a Lincoln biopic, starring Daniel Day-Lewis, written by Tony Kushner, based on the book by Doris Kearns Goodwin. Warner Bros. is in talks with Robert Zemeckis to direct a live-action remake of *The Wizard of Oz*. Johnny Depp will star in a remake of *The Lone Ranger*. Bruce Willis becomes the spokesman for Russian Trust Bank. January Jones, best known as Don Draper's ex-wife on AMC's *Mad Men*, appears naked as a Versace model. Baseball great Stan Musial turns 90. Died: Al Masini, 80, creator of *Lifestyles of the Rich and Famous*; Samuel T. Cohen, 89, inventor of the neutron bomb.

Whipped Lightning is an 18% alcohol-infused whipped cream that comes in flavors including Tropical Passion and Strawberry Colada (\$13/can). Little Caesars Pizza sells Kid Rock's eighth studio album at its restaurants nationwide. Microsoft patents a foot-based user interface. Barnes & Noble is testing a 3,000 sq. ft. interactive playroom for kids in five stores. Flix On Sticks vending machines copy movies on to thumb drives (\$1/3-day rental).

Alternative Senior Care: A Virginia-based company introduces MedCottage, a 12-by-24-foot pop-up, medically-equipped suite that families can use on their property to care for seniors at home. A hospital-caliber bed is included, as is a toilet that measures weight, temperature and urine content. Ankle-level sensors alert caregivers to an occupant's fall, and a computer reminds the occupant to take medications. A movable lift is built in, as is extra accommodation for a caregiver.

Super Bowl Traffic Jam: The Feb. 6 telecast will include commercials from Chevrolet, BMW, Audi, VW, and two unnamed brands from Chrysler. Kia

and Mercedes will each run a :60 spot and Hyundai will air 3 ads during the game. Each 30-second commercial costs about \$3 million. *Ad Age*.

Gourmet Doughnuts: In Miami, the Mandarin Gourmet Donut Shoppe uses Ghirardelli chocolate and Italian mascarpone cheese. In Washington D.C., Founding Farmers offers glazes such as Vanilla Rum and Caramel Bacon. Vegan doughnuts are available at the S.F. Bay area's People's Donuts. Glazed Donuts Chicago creates flavors like Iced Mint Mojito and Bacon Maple made with organic whole grains grown locally.

Chillwave: A new musical trend from the South and East Coast, Chillwave combines New Wave samples and ambient music (looping, filtered vocals) interlaced with dance beats, then produced with a low-fi, cassette tape vibe. Check out the bands: Neon Indian, Washed Out, Small Black, Toro Y Moi.



Revlon reintroduces Fire & Ice—bold red lipsticks and nail polishes—with a retro ad campaign. Left, Dorian Leigh (1952), right, Jessica Biel (2010).

Happy Holidays to my readers around the world. Thanks for your interest and support in 2010...and have an amazing 2011!

JOHO™ is published by The Morgenstern Company, Inc.

david@writerdog.com © 2010 TMC, Inc. For back issues visit: www.writerdog.com

JOHO reports trends, it does not endorse them. While researched from sources the author believes to be trustworthy, no independent verification has been made, so the author is not responsible for the topicality, correctness, completeness, accuracy, applicability, or quality of the information, and is therefore not liable or responsible for the use of the information contained herein. Permission is granted to quote from JOHO as long as you credit JOHO.

December 2010

“To be an American is a complex fate.”—Henry James

Vol. XIX, No. 11

The Best of JOHO, 2010

Elvis Presley becomes a [Mr. Potato Head](#) toy this fall. Nike’s Converse introduces [Kurt Cobain](#)-branded [sneakers](#). They are a different model than the ones he was wearing when he committed suicide. [Lady Gaga](#) is named Creative Director of Polaroid. **Julia Child’s** *Mastering the Art of French Cooking* hits #1 on the *NY Times* bestseller list—48 years after publication. The [Andy Griffith](#) Museum opens in North Carolina.

The **Hostess Cupcake** [squiggle](#) turns 60. **Disneyland** turns 55. [Xerox 941](#), the first successful office copier, turns 50. [The Twist](#) turns 50. **Saigon** fell 35 years ago. [New Coke](#) was launched 25 years ago. [Goodfellas](#) turns 20. **Sony’s PSP** turns 5. **Twitter** turns 4. Died: **Viva Nash**, 94, the oldest inmate on death row, incarcerated in Arizona since 1930; **Edward Uhl**, 92, co-inventor of the bazooka; sportscaster [Ernie Harwell](#), 92, the voice of the Detroit Tigers for 42 summers; [Little Orphan Annie](#), whose newspaper comic strip was cancelled after 86 years; **Ronald Howes**, 83, inventor of the toy Easy-Bake Oven; the **Sony Walkman**, 31.

Texas Stadium, former home of the Dallas Cowboys, will be blown to bits, sponsored by **Kraft Macaroni & Cheese’s** new flavor, “[Cheddar Explosion](#).” **Starbucks** tests a 31-oz. drink size called the “Trenta.” **R.J. Reynolds** tests [Orbs](#), candy-like cinnamon and mint-flavored pellets of dissolvable tobacco. The final roll of [Kodachrome](#) made by Kodak was processed by [Dwayne’s Photo Service](#) in Parsons, Kansas. **San Jose, Calif. police** are testing [ear-mounted, Bluetooth-like cameras](#) which record all their interactions with citizens. There are now nearly 1,000 [medical marijuana dispensaries](#) in the LA area. As a point of reference, there are fewer than 300 LA Starbucks outlets.

What Texans Believe: Three in ten Texans believe that humans lived at the same time as dinosaurs; 41% disagree and 30% say they don’t know. 38% of Texans say human beings developed over millions of years with God guiding the process, while only 12% say that development happened without God. 22% say life has existed in its present form since the beginning of time. *University of Texas/ Texas Tribune*.

American Car Culture Declining: In 1978, nearly half of 16-year-olds and three-quarters of 18-year-olds had driver’s licenses. By 2008, only 31% of 16-year-olds and 49% of 17-year-olds had licenses, with the decline accelerating after 1998. While the proportion of people ages 21-30 has increased since 1995, the share of automobile miles driven by those people fell to 13.7% in 2009 from 18.3% in 2001 and 20.8% in 1995. *Ad Age*.

TV vs. Internet: For the first time, more adult Americans said they would rather give up their TV (49%) than their Internet connection (48%). In 2001, 72% said they could do without Internet and 26% said they'd give up TV. *Arbitron*.



Boston Dynamics’ [BigDog](#) rough-terrain robot walks, runs, climbs and carries heavy loads. It’s 3 ft. long, 2.5 ft. tall, weighs 240 lbs. and can travel 12.8 miles without stopping or refueling. Update: A larger BigDog will be [deployed](#) in 2012.

JOHO™ is published by The Morgenstern Company, Inc.

david@writerdog.com © 2010 TMC, Inc. For back issues visit: www.writerdog.com

JOHO reports trends, it does not endorse them. While researched from sources the author believes to be trustworthy, no independent verification has been made, so the author is not responsible for the topicality, correctness, completeness, accuracy, applicability, or quality of the information, and is therefore not liable or responsible for the use of the information contained herein. Permission is granted to quote from JOHO as long as you credit JOHO.